

Message Text

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ACTION ARA-10

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R 211630Z DEC 73

FM AMCONSUL SAO PAULO

TO USDOC WASHDC

INFO SECSTATE WASHDC 4818

AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

UNCLAS SAO PAULO 2851

PASS ASTIRLING/BIC/OIM/MRD-216 & TJOHNSON/BIC/DIBA/LA

E.O. 11652: N/A

TAGS: BFOL, BR

SUBJECT: MARKET RESEARCH

1. ADELA HAS INFORMED CONGEN THAT FEE LIMITS FO \$3,000 AND \$3,900 FOR CHEMICAL-PETROCHEMICAL AND AUTOMOTIVE SERVICING EQUIPMENT STUDIES WILL MAKE IT IMPOSSIBLE FOR THEM TO ADHERE STRICTLY AND FULLY TO COMMERCE SPECS AS ORIGINALLY WRITTEN. FIRM WILLING TO DO BEST POSSIBLE WITHIN ABOVE BUDGETS, BUT IS NOT IN POSITION TO UNDERTAKE FULLY EXTENSIVE RESEARCH TO COMPLY WITH ALL ASPECTS OF SPECIFICATIONS AT THIS FEE LEVEL. THEY BELIEVE, HOWEVER, THAT ESSENTIALS CAN BE COVERED IN MANNER WHICH WILL BE ACCEPTABLE AND WILL PROVIDE USDOC BASIS FOR BRAZIL COMMERCIAL PROGRAM DETERMINATION AT REDUCED FEE LEVEL.

2. MARKAD HAS REFUSED TO DO EITHER STUDY, AND ADELA ONLY VIABLE ALTERNATIVE AT PRESENT. COMMERCECAN EITHERREWRITE SPECS TO REQUIRE LESS INFORMATION, OR INDICATE TO CONGEN WHICH PARTS OF CURRENT SPECS HAVE HIGHTEST PRIORITY. CONGEN WILL THEN DISCUSS REVISED PROJECTS WITH ADELA IN ORDER TO ARRIVE AT AGREEMENT AS TO WHAT IS TO BE DONE WITHIN PRESENT FEE LIMITS.

3. ADELA HAS SHOWN MARKED IMPROVEMENT IN MWFE STUDY COMPARED

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WITH PREVIOUS EFFORTS AND IT IS OUR VIEW THAT WE CAN EXPECT TO RECEIVE A FULLY ACCEPTABLE PRODUCT WITHIN REVISED SPEC-

IFICATIONS. THE ALREADY EXPRESSED WILLINGNESS OF US AUTOMOTIVE MANUFACTURERS IN BRASIL (GM, FORD AND CHRYSLER) TO COOPERATE WITH AUTOMOTIVE SERVICING STUDY SHOULD GREATLY ASSIST THAT EFFORT. CONGEN PREPARED TO APPROACH US CHEMICAL COMPANIES IN BRAZIL (DUPONT, DOW, ETC.) ALONG SAME LINES. WE DO, HOWEVER, NEED COMMERCE APPROVAL OF CONCEPT OF SOMEWHAT REVISED SPECIFICATIONS AND INDICATION OF PRIORITY AREAS. FINALLY, FACT THAT STIRLING OF OIM-MRD WILL BE IN BRAZIL DURING THREE MONTH PERIOD WHILE STUDIES ARE IN FINAL PHASES SHOULD HELP ASSURE FINAL END PRODUCT WE DESIRE IS FORTHCOMING.

4. PLEASE ADVISE PROMPTLY IF ADELA PROPOSAL ACCEPTABLE AND WHICH PARTS OF SPECIFICATIONS ARE MOST ESSENTIAL.
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